

## EEO PUBLIC FILE REPORT

For the 12 Month Period Ending January 31, 2020

Prepared by **WCBI-TV, LLC**

This report covers the following employment unit: WCBI-TV

<u>Call Sign</u>	<u>Facility ID #</u>	<u>Type of Station</u>	<u>Location</u>
WCBI - TV	12477	Commercial Television	Columbus, MS

The following is a list of all vacancies for full time jobs during the previous 12 months.

<b>Job Title</b>	<b>Date of Opening</b>	<b>Date Filled</b>
Account Executive – FT	January 2019	April 2019
Digital Operations Specialist – FT	April 2019	May 2019
Account Executive – FT	April 2019	June 2019
News Production – FT	April 2019	June 2019
Meteorologist – FT	July 2019	November 2019
Reporter - FT	September 2019	December 2019
Account Executive – FT	July 2019	January 2020

**B. During the past twelve months the following recruitment sources were contacted as vacancies for full-time jobs opened. Those with an asterisk (\*) were organizations that requested to be contacted as job openings occurred. The number of interviewees referred by each recruitment source is shown on each of the attached forms.**

**Account Executive.:** Golden Triangle Employment Expo, In-house posting\*, WCBI.com\*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Career Services, The Commercial Dispatch, WCBI Starkville Job Fair, Wise Staffing, LinkedIn and indeed.com, (Filled by wcbi.com)

**Digital Operations Specialist – FT:** In-house posting\*, WCBI.com\*, TV Jobs, Mississippi State University Career Center, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, University of MS Department of New Media, University of Central Florida School of Communication, Troy University School of Communication, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch, WCBI Starkville Job Fair (Filled by Intern / in house posting)

**Account Executive.:** Golden Triangle Employment Expo, In-house posting\*, WCBI.com\*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Career Services, The Commercial Dispatch, Wise Staffing, LinkedIn and indeed.com (Filled by wcbi.com)

**News Production - FT: In-house posting\*, WCBI.com\*, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Department of New Media and The Commercial Dispatch (Filled from wcbi.com)**

**Meteorologist – FT: In-house posting\*, WCBI.com\*, TV Jobs, Mississippi State University Career Center, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Department of New Media, University of Central Florida School of Communication, Troy University School of Communication, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by TV Jobs)**

**Reporter – FT: In-house posting\*, WCBI.com\*, TV Jobs, Mississippi State University Career Center, Mississippi State Department of Communication, Mississippi University for Women Career Center, Columbus / Lowndes NAACP, Lee County NAACP, EMCC, University of MS Department of New Media, University of Central Florida School of Communication, Troy University School of Communication, Medialine, Handshake College Recruiting Portal and The Commercial Dispatch (Filled by TV Jobs)**

**Account Executive.: WCBI Starkville Job Fair, In-house posting\*, WCBI.com\*, Mississippi State University Career Center, Mississippi University for Women Career Center, CL-NAACP, EMCC, WTW Program (Dept of Human Services) MS Employment Security Commission, University of MS Career Services, The Commercial Dispatch, WCBI / Golden Triangle Employment Expo, LinkedIn and indeed.com (Filled by referral)**

**During the past twelve months the station employment unit engaged in the following EEO outreach efforts. (or activities)**

- a. University of Mississippi Dept of New Media and Broadcasting Career Fair, March 2019 - An annual on campus event for graduating students to learn about employment opportunities in the Golden Triangle and throughout Mississippi. WCBI participated as a potential employer. Mississippi Association of Broadcasters organized the event.**
- b. WCBI Starkville Job Fair, May 2019 – An event held in Starkville, MS attracting more than 500 job seekers and 33 area employers. WCBI organized and sponsored the event as well as participated as a potential employer.**

- c. **WCBI Golden Triangle Employment Expo, August 2019 - A community wide event attracting over 1,100 job seekers and 44 area employers. WCBI organized and sponsored the event as well as participated as a potential employer.**
- d. **Mississippi Association of Broadcasters “On Campus” – These events were held at various university campuses around the state. We spent one-on-one time with Broadcast and marketing students, as well as participated in question and answer panels with students and educators. WCBI participated as a potential employer.**
  - a. **Alcorn State University, 3/21/19**
  - b. **University of Mississippi, 3/27/19**
  - c. **University of Southern Mississippi, 4/24/19**
  - d. **Mississippi State University, 10/1/19**
  - e. **Jackson State University, 10/15/19**
- e. **WCBI-TV Website: we post every vacant opening we have on our website and promote our website on-air to create awareness of the opportunities at the station.**
- f. **Internships, WCBI-TV participates in Internship programs with Mississippi State University, University of Mississippi, Mississippi University for Women, Jackson State University and East Mississippi Community College. We had 11 interns during the year over the Spring, Summer, and Fall semesters.**
- g. **High School Career Days, WCBI participated with 2 local High Schools and Junior Colleges providing classroom and career day discussion with students regarding career opportunities in the broadcast journalism area.**
- h. **High School Job Shadowing: WCBI participated with 3 local high schools for 3 students that expressed a desire to pursue a career in the broadcasting industry.**
- i. **Indeed.com: Employment recruiting website. WCBI expanded the search for key positions with specific skill sets to this employment website.**
- j. **LinkedIn: Professional networking website, WCBI used this site to target and search for a key position with a specific skill set needed for this new position.**
- k. **Handshake College Recruiting Portal: Employment recruiting website for recent college graduates. WCBI used this site to target and search for recent college graduates in the field of broadcasting.**
- l. **Wise Staffing: Columbus, MS based recruiting firm. We used them for recruiting of an Account Executive position. We also partnered with them on the WCBI / Golden Triangle Employment Expo.**

**Total Interviewed in the reporting period - 31 for all job openings**

## **Recruitment Source for Interviewees**

**WCBI Golden Triangle Employment Expo – 2**  
**WCBI Starkville Job Fair – 3**  
**In house posting – 3**  
**TV jobs.com – 5**  
**Medialine – 0**  
**Troy University School of Communication – 0**  
**University of Central Florida School of Communication – 0**  
**WCBI.com – 5**  
**MSU Career Center – 0**  
**MSU Dept of Communication – 2**  
**University of MS Career Services – 0**  
**University of MS – Dept of New Media- 0**  
**MUW Career Center – 1**  
**EMCC – 0**  
**MS Employment Service Commission – 0**  
**MS Dept of Human Services (WTW Lowndes County – 0**  
**Columbus Lowndes NAACP – 0**  
**Lee County NAACP – 0**  
**Commercial Dispatch – 0**  
**Linkedin – 2**  
**Indeed.com – 1**  
**Referral – 3**  
**Handshake College Recruiting Portal – 0**  
**Wise Staffing – 4**

## RECRUITING SOURCES USED

REFERRAL SOURCE		ADDRESS	CITY	CONTACT	INFO
WCBI WEBSITE		P.O. BOX 271	Columbus, MS 39701	Webmaster	662.327.4444
MISS STATE UNIVERSITY		P.O. Box P	Miss State, MS 39762	Luther Epting	662.325.3344
(Career Services)					
(Dept. of Communication)				Dr. John Forde	662-325-8033
MS University For Women		1100 College Street	Columbus MS 39701	Towanda Williams	662.241.7619
( Career Services Director)		300 Montgomery Hall			
MS Employment Security		P. O. Box 951	Columbus, MS 39703	Billy Hamilton	662.328.6876
Commission ( WIN JOB CTR)					
MS Employment Security		P.O. Box 110	Tupelo MS 38802	Betsy Maxcy	662.842.4371
Commission ( WIN JOB CTR)					
MS Association of Broadcasters		403D-3 Towne Center Boulevard	Ridgeland, MS 39157	Amanda Fontaine	601.957.9121
Lee County NAACP		1008 Hilda Dr	Tupelo , MS 38804	Robert Jamison	662.680.5171
Columbus Lowndes County NAACP		P.O. Box 527	Columbus, MS 39701	LaVonne Harris	662-549-2390
East MS Community College		8731 Frontage Road	Mayhew, MS	Career Services	662-243-1900
MS Dept Human Service		1604 College Street	Columbus , MS 39701	Patricia Brooks	662-329-5742
WTW - Lowndes County					
University of Mississippi		303 Martindale	University, MS 38677	Amanda Walker	662-915-7174
Career Services					
The Commercial Dispatch		PO Box 511	Columbus, MS 39703	Classifieds	662-328-2471
		<a href="mailto:classifieds@cdispatch.com">classifieds@cdispatch.com</a>			
Indeed.com		Indeed.com	N/A	N/A	N/A
Linkedin		Linkedin.com	N/A	N/A	N/A

Express Employment		100 Starr Ave Ste A,	Starkville, MS 39759		662-323-4070
CPI Group		112 N 5th Street	Columbus, MS 39701		662-328-1042
Handshake College Recruiting Portal		www.joinhandshake.com	N/A	N/A	N/A
Univ. Of Mississippi – Dept of New Media		133 Farley Hall	University, MS 38677	Nancy Dupont	662-915-5396
University of Central Florida		12405 Aquarius Agora Dr	Orlando, FL 32816	Tim Brown	407-823-1711
TROY UNIVERSITY Hall School Of Journalism		253 Adams Administration Building	Troy, AL 36082	Jeff Spurlock	Spurlock@Troy.Edu
Medialine		Medialine.com	N/A	N/A	N/A
TV Jobs		tvjobs.com	N/A	N/A	N/A
Wise Staffing		125 Chubby Dr,	Columbus, MS 39705	Rhonda Richardson	(662) 327-2505